



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

# CONTRACT

<u>Contract / Revision</u> 496475 /		<u>Alt Order #</u> 06356848
<u>Product</u> OBAMA SKED C		
<u>Contract Dates</u> 10/02/12 - 11/06/12		<u>Estimate #</u> 1904
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 10/10/12 / 10/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Greer Margolis Mitchell Burns, Inc (GMMB)  
3050 K St NW  
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/02/12	11/05/12	Extra	M-F 1:05-1:35am		:30			NM	25	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				5	\$225.00			
	Week:	10/09/12	10/15/12	MTWTF--				5	\$225.00			
	Week:	10/16/12	10/22/12	MTWTF--				5	\$225.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	11	KVVU	10/16/12-10/22/12	Extra	M-F 1:05-1:35am	MTuWThF----	:30		\$225.00	NM		
		See MG 1.26										
	26	KVVU	10/16/12-10/22/12	Extra	M-F 1:05-1:35am	MTuWThF----	:30		\$100.00	NM		
		Ⓜ MG for 1.11 10/22										
	Week:	10/23/12	10/29/12	MTWTF--				5	\$225.00			
	Week:	10/30/12	11/05/12	MTWTF--				5	\$225.00			
N 4	KVVU	10/02/12	11/05/12	Anderson	3-4p		:30			NM	25	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				5	\$300.00			
	Week:	10/09/12	10/15/12	MTWTF--				5	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	6	KVVU	10/09/12-10/15/12	Anderson	3-4p	MTuWThF----	:30		\$300.00	NM		
		See MG 4.26										
	26	KVVU	10/15/12-10/15/12	Anderson	2-3p	M-----	:30		\$300.00	NM		
		Ⓜ MG for 4.6 10/15										
	Week:	10/16/12	10/22/12	MTWTF--				5	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	14	KVVU	10/16/12-10/22/12	Anderson	3-4p	MTuWThF----	:30		\$300.00	NM		
		See MG 4.28										
	15	KVVU	10/16/12-10/22/12	Anderson	3-4p	MTuWThF----	:30		\$300.00	NM		
		See MG 4.27										
	27	KVVU	10/18/12-10/18/12	Anderson	2-3p	----Th-----	:30		\$450.00	NM		
		Ⓜ MG for 4.15 10/18										
	28	KVVU	10/19/12-10/19/12	Anderson	2-3p	-----F----	:30		\$450.00	NM		
		Ⓜ MG for 4.14 10/19										
	Week:	10/23/12	10/29/12	MTWTF--				5	\$300.00			
	Week:	10/30/12	11/05/12	MTWTF--				5	\$300.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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496475 /	06356848

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/02/12 - 11/06/12	OBAMA SKED C	1904

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama For America	10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 5	KVVU	10/02/12	11/05/12	The Dr.Oz Show	4-5p		:30			NM	25	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$350.00			
Week:		10/09/12	10/15/12	MTWTF--				5	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	9	KVVU	10/09/12-10/15/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		<del>\$350.00</del>	NM		
		See MG 5.26										
	26	KVVU	10/15/12-10/15/12	Dr Oz	3-4p	M-----	:30		\$350.00	NM		
		Ⓜ MG for 5.9 10/15										
Week:		10/16/12	10/22/12	MTWTF--				5	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	12	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		<del>\$350.00</del>	NM		
		See MG 5.27										
	15	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		<del>\$350.00</del>	NM		
		See MG 5.28										
	27	KVVU	10/18/12-10/18/12	Dr Oz	3-4p	----Th-----	:30		\$500.00	NM		
		Ⓜ MG for 5.12 10/18										
	28	KVVU	10/19/12-10/19/12	Dr Oz	3-4p	-----F----	:30		\$500.00	NM		
		Ⓜ MG for 5.15 10/19										
Week:		10/23/12	10/29/12	MTWTF--				5	\$350.00			
Week:		10/30/12	11/05/12	MTWTF--				5	\$350.00			
N 7	KVVU	10/02/12	11/05/12	Extra	M-F 7-730p		:30			NM	15	\$10,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$625.00			
Week:		10/09/12	10/15/12	MTWTF--				3	\$625.00			
Week:		10/16/12	10/22/12	MTWTF--				3	\$625.00			
Week:		10/23/12	10/29/12	MTWTF--				3	\$625.00			
Week:		10/30/12	11/05/12	MTWTF--				3	\$625.00			
N 9	KVVU	10/02/12	11/05/12	TMZ	730-8p		:30			NM	10	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$850.00			
Week:		10/09/12	10/15/12	MTWTF--				2	\$850.00			
Week:		10/16/12	10/22/12	MTWTF--				2	\$850.00			
Week:		10/23/12	10/29/12	MTWTF--				2	\$850.00			
Week:		10/30/12	11/05/12	MTWTF--				2	\$850.00			
N 15	KVVU	10/02/12	10/16/12	New Girl/The Mindy Project	Tue 9p-10p		:30			NM	2	\$9,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$3,550.00			
Week:		10/08/12	10/14/12	-----				0	\$0.00			
Week:		10/15/12	10/21/12	-1-----				1	\$3,550.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/15/12-10/21/12	New Girl/The Mindy Project	Tue 9p-10p	-Tu-----	:30		<del>\$3,550.00</del>	NM		
		See MG 15.3										
	3	KVVU	10/16/12-10/16/12	Raising Hope/Ben and Kate	Tue 8p-9p	-Tu-----	:30		\$5,500.00	NM		
		Ⓜ MG for 15.2 10/16										
<b>Totals</b>											<b>234</b>	<b>\$118,420.00</b>

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/02/12 - 11/06/12	OBAMA SKED C	1904

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama For America	10/10/12 / 10/10/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	177	\$90,905.00	\$77,269.25
10/29/12 - 11/06/12	57	\$27,515.00	\$23,387.75
<b>Totals</b>	<b>234</b>	<b>\$118,420.00</b>	<b>\$100,657.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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FAX# 610-225-1191  
HARRIS REPORT FROM REP OCT10/12 11.40  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

REP. #	OFF. # 762	SALESMAN #
BUYER NAME	MAURA GILROY	
SALES PRSN	PH- TERESA DIFURIA	

SALES PRSN PH- TERESA DI FURIA

	CLASS: NATL.	LOCAL	REGIONAL
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	CLASS: NATL.	LOCAL	REGIONAL
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\_\_\_\_\_

\_\_\_\_\_

TO ROSE  
FR NIKKI  
OK'D M2 SEE LINE 30  
TOTAL SAME  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

C  
S  
K  
E  
D

AGENCY ADVERTISER CODE = 95  
AGENCY PRODUCT CODE = 101  
AGENCY EST# = 1904

29	S	900P-1000P	30	\$5,500.00	10/16	10/16	0	FTTE	C
----	---	------------	----	------------	-------	-------	---	------	---

PROGRAM :	NEW GIRL/MINDY PROJECT
ORD COM1:	REVISED RATE W/O 10/16
CON COM1:	NEW GIRL/MINDY PROJECT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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30	A		800P-900P	30		\$5,500.00	10/16	10/16	1		TUE	1
----	---	--	-----------	----	--	------------	-------	-------	---	--	-----	---

PROGRAM : RAISING HOPE/BEN&KATE  
 ORD COM1: SPOT N/A DUE TO SPORTS. MG 'RAISING HOPE/BEN&KATE. PRE-BOOKED PLS  
 ORD COM2: APPROVE.

THIS IS A MAKE-GOOD FOR OCT16 ON LINE-29 FOR 1 SPOT/WK  
 STATION MAKEGOOD OFFERS:

M2	OK'D	BUY#29	MISSED:TUE/900P-1000P	OCT16	30S	\$5,500.00	(OCT10/12)
			OFFER:TUE/800P-900P	OCT16	30S	\$5,500.00	PLS ADVISE.
			CMT:SPOT N/A DUE TO SPORTS. MG 'RAISING HOPE/BEN&KATE. PRE-BOOKED PLS				
			CMT:APPROVE.				

OCT/12	93700.00	NOV/12	24720.00	CONTRACT TOTAL	118420.00
				TOTAL SPOTS	234

MARKET TOTALS \$270,523 KVVU 42% KSNV 14% KLAS 14% KTNV 9% KVMY 5% KVCW 16% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

ADV # \_\_\_\_\_ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
 AGY # 1051 AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME MAURA GILROY  
 3050 K ST NW, SALES PRSN PH- TERESA DIFURIA  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 6356848 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA SKED C EST#1904 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV6/12 WK-6

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT10/12 09.17

REP: TO ROSE  
 FR NIKKI  
 REVISED RATES W/O 10/16  
 NEW TOTAL \$118,420 (+4800)  
 PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007

SKED C

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1	*		105A-135A	30		\$225.00	10/2	10/15	5		TU-F,M	10
1	*		105A-135A	30		\$225.00	10/23	11/5	5		TU-F,M	10

AGENCY ADVERTISER CODE = 95  
 AGENCY PRODUCT CODE = 101  
 AGENCY EST# = 1904  
 PROGRAM : EXTRA  
 ORD COM1: REVISED RATE W/O 10/16  
 CON COM1: EXTRA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4		SZ	300P-400P	30		\$300.00	10/2	10/8	5		TU-F,M	5
4		SZ	300P-400P	30		\$300.00	10/9	10/15	4		TU-F,M	4
4		SZ	300P-400P	30		\$300.00	10/16	10/22	0		TU-F,M	0
4		SZ	300P-400P	30		\$300.00	10/23	11/5	5		TU-F,M	10
PROGRAM : ANDERSON COOPER												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : ANDERSON COOPER												
21		RZ	200P-300P	30		\$450.00	10/18	10/19	2		TH-F	2
PROGRAM : ANDERSON												
ORD COM1 : TP CHG DUE TO DEBATES AND SPORTS. PRE-BOOKED PLS APPROVE.												
ORD COM2 : REVISED RATE W/O 10/16												
PART OF A MAKEGOOD MADE UP OF LINES 20-23												
23		RZ	300P-400P	30		\$500.00	10/18	10/19	2		TH-F	2
PROGRAM : DR OZ												
ORD COM1 : TP CHG DUE TO DEBATES AND SPORTS. PRE-BOOKED PLS APPROVE.												
ORD COM2 : REVISED RATE W/O 10/16												
PART OF A MAKEGOOD MADE UP OF LINES 20-23												
5		SZ	400P-500P	30		\$350.00	10/2	10/8	5		TU-F,M	5
5		SZ	400P-500P	30		\$350.00	10/9	10/15	4		TU-F,M	4
5		SZ	400P-500P	30		\$350.00	10/16	10/22	0		TU-F,M	0
5		SZ	400P-500P	30		\$350.00	10/23	11/5	5		TU-F,M	10
PROGRAM : DR OZ												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : DR OZ												
7	*		700P-730P X	30		\$625.00	10/2	10/15	3		TU-F,M	6
7	*		700P-730P	30		\$625.00	10/23	11/5	3		TU-F,M	6
PROGRAM : EXTRA												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : EXTRA												

FAX# 610-225-1191  
OCT10/12 09.17  
HARRIS REPORT FROM REP  
\*\*\* KVVU-TV \*\*\*  
\*\*CHANGES\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	:	:	:	: SPTS
9	*		730P-800P X	30		\$850.00	10/2	10/15	2		TU-F,M	4
9	*		730P-800P	30		\$850.00	10/23	11/5	2		TU-F,M	4
PROGRAM : TMZ												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : TMZ												
16	SZ		900P-1000P	30		\$3,550.00	10/2	10/2	1		TUE	1
16	SZ		900P-1000P	30		\$3,550.00	10/16	10/16	0		TUE	0
PROGRAM : NEW GIRL/MINDY PROJECT												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : NEW GIRL/MINDY PROJECT												
24	A		105A-135A	30 X		\$100.00	10/16	10/22	5		TU-F,M	5
PROGRAM : EXTRA												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : EXTRA												
25	A		300P-400P	30 X		\$450.00	10/16	10/22	3		TU-F,M	3
PROGRAM : ANDERSON COOPER												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : ANDERSON COOPER												
26	A		400P-500P	30 X		\$500.00	10/16	10/22	3		TU-F,M	3
PROGRAM : DR OZ												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : DR OZ												
27	A		700P-730P X	30		\$950.00	10/16	10/22	3		TU-F,M	3
PROGRAM : EXTRA												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : EXTRA												
28	A		730P-800P X	30		\$1,350.00	10/16	10/22	2		TU-F,M	2
PROGRAM : TMZ												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : TMZ												



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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29	A		900P-1000P	30		\$5,500.00	10/16	10/16	1		TUE	1
PROGRAM : NEW GIRL/MINDY PROJECT ORD COM1 : REVISED RATE W/O 10/16 CON COM1 : NEW GIRL/MINDY PROJECT												

OCT/12 93700.00    NOV/12 24720.00  
 CONTRACT TOTAL 118420.00  
 TOTAL SPOTS 234

MARKET TOTALS \$270,523    KVVU 42%    KSNV 14%    KLAS 14%    KTNV 9%    KVMY 5%    KVCW 16%    CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE